

## **Statement of Work**

### **Scope**

A broad variety of issues must be considered in planning and conducting the Census 2000. These include political, economic, statistical, sociological, organizational, management, technological and others. One sociological issue the Bureau is deciding upon is the use of languages other than English to support the census. For the 2000 decennial census the Bureau is contemplating targeted mailings in different languages to improve data quality and increase participation as well as other uses such as the Be Counted Forms and Telephone Questionnaire Assistance (TQA).

The requirements shall include such elements as the number of languages to have forms, the number of languages to have guides, the process, the geographic locations and their numbers to perform targeting, quality and validation measures and others.

### **Background**

The goals in developing the Census 2000 questionnaires are to increase mail response and the accuracy of the information collected for the Census 2000. As part of our development, the Bureau desires a Benefit/Cost Analysis to assist on our research/planning for Census 2000. For the first time in a decennial census, specific areas having concentrations of households who speak a language other than English will be targeted for delivery. A form in the language spoken as well as an English language questionnaire will be sent. The targeting will include short and long form mailout questionnaires. The Bureau believes that the targeted mailout will make completing the questionnaire more convenient and easier to respond.

### **Contractor Tasks**

The Bureau requires contractor support in performing the following specific activities:

#### **Activity 1. Define Requirement**

##### **Activity 1.1 Document Requirements**

The contractor shall work with the Bureau team to identify and catalog all the requirements associated with language targeting as well as the Be Counted Forms and TQA.

##### **Activity 1.2 Perform Literature Search**

The contractor shall perform a literature search to identify any studies in the academia, government or industry that have dealt with multiple language surveys and censuses. The contractor shall attempt to find if there have been studies that give relevant sociological and cultural information. For example, information

about how different Asian culture perceive one another, which could help in determining if there are any potential negative side effects of mailing a Chinese language form to an area that is 40% Chinese but also a mixture of other languages. The contractor shall incorporate the findings in the Requirements Definition Document.

### **Activity 2. Develop Technical Alternatives**

Based on the findings in the previous step, the contractor shall assist the Bureau in the development of two technical alternatives that could satisfy the basic requirements above. It is anticipated that one of the alternatives will encompass the 1990 census approach of using guides for the 32 languages, while the second alternative will include the optimal number of languages to be supported by guides, the optimal number of languages to support with printed form, the optimal number of languages for TQA, the geographical areas for targeting and other pertinent concerns.

### **Activity 3. Develop the Benefit/Cost Analysis of the Use of Languages in the 2000 Census.**

The contractor shall work with the Bureau team to develop a comprehensive cost estimate of the proposed use of languages forms for each alternative, as well as an evaluation of the benefits and risks associated with each alternative. The contractor shall compile all alternative architectures and workflows, the evaluation of benefits, the risk analysis, the cost estimates, and the contractor's conclusions and recommendations into a comprehensive deliverable document that clearly lays out the results of each step of the analysis and the rationale behind each recommendation.

### **Deliverables**

The contractor will deliver the following documents to the Bureau:

1. Document describing the Requirements
2. Results of the Literature Search
3. Benefit/Cost Analysis of the Use of Languages in the Census 2000
4. Monthly progress reports
5. Weekly staff and status meetings
6. Two presentations

**Timing**

The period of performance of this task shall be 10 weeks after task award. All contractual requirements such as progress reports and task management plans shall be produced within the requirements of the contract. Specific milestones shall be as follows:

<b>Milestone</b>	<b>Completion Date</b>
Document describing the requirements and the two technical alternatives and Literature Search	6 weeks after task award
Benefit/Cost Analysis of the Use of Languages in the 2000 Census	10 weeks after task award
Two presentations	To be determined as work progresses